DOCUMENT RESUME

ED 021 419 EF 001 744

UNIVERSITY CITY CORE PLAN.
Philadelphia City Planning Commission, Pa.
Pub Date Jul 66
Note-22p.
EDRS Price MF-$0.25 HC-$0.96
Descriptors-*CITY IMPROVEMENT, *CITY PLANNING, LAND USE, REZONING, *URBAN AREAS, *URBAN RENEWAL, URBAN SCHOOLS, *URBAN UNIVERSITIES

A redevelopment plan for an urban core area of about 300 acres was warranted by--(1) unsuitable building conditions, (2) undesirable land usage, and (3) faulty traffic circulation. The plan includes expansion of two universities and creation of a regional science center, high school, and medical center. Guidelines for proposed land use and zoning were developed to facilitate the redevelopment. Diagrammatic proposals for--(1) the science center, (2) land usage, (3) zoning, (4) circulation, (5) street changes, and (6) the site plan, as well as photographs of existing conditions, comprise the graphic presentation. Project implementation in terms of housing of displaced families, acquisition costs and continuing controls, is briefly reviewed. (MH)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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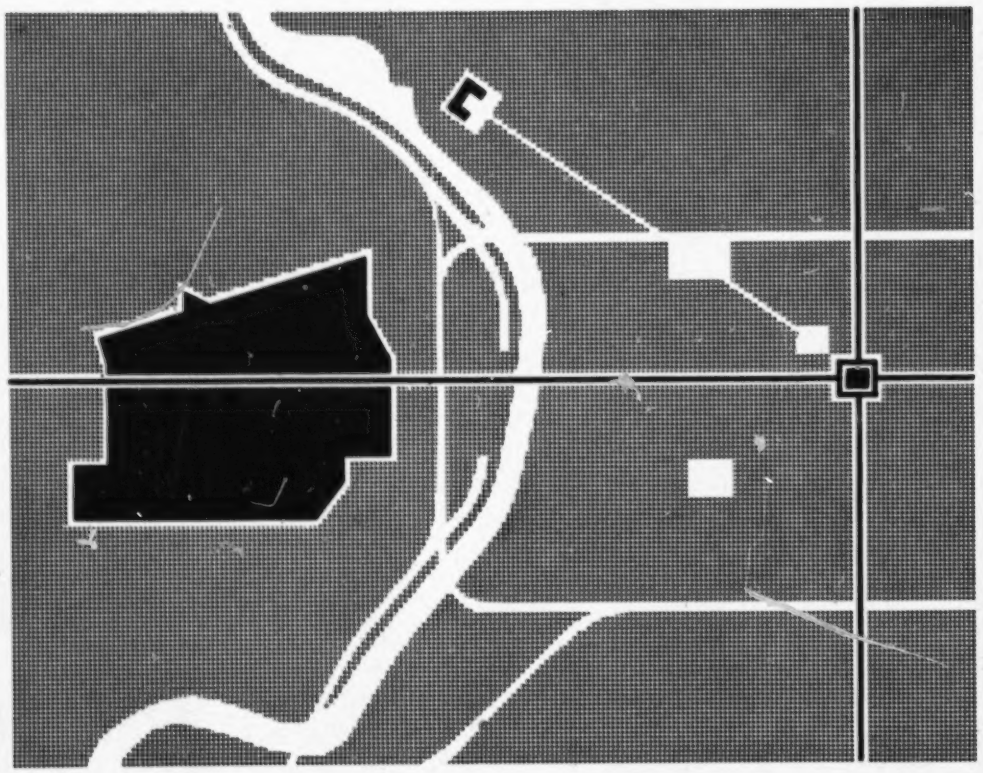

# UNIVERSITY CITY CORE PLAN

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# CITY OF PHILADELPHIA

PHILADELPHIA CITY PLANNING COMMISSION
13th Floor, City Hall Annex
S. E. Cor., Juniper & Filbert Sts., Philadelphia, Pa. 19107
MU 6-9700

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Executive Director
PAUL F. CROLEY
Assistant Executive Director

July 5, 1966

Mr. Gustave G. Amsterdam, Chairman
Redevelopment Authority of the
City of Philadelphia
211 South Broad Street
Philadelphia, Pa. 19107

Dear Mr. Amsterdam:

Transmitted herewith is a redevelopment area plan for the University City Core Area. This redevelopment area plan supersedes all redevelopment area plans previously prepared within this area.

This plan covers the area bounded by Powelton Avenue, 38th Street, Lancaster Avenue, Powelton Avenue, 32nd Street, John F. Kennedy Boulevard, 32nd Street, Walnut Street, 33rd Street, Spruce Street, a line 294 feet west of 40th Street, Irving Street, a line 350 feet west of 40th Street, Locust Street, a line 376 feet west of 40th Street, Chancellor Street, a line 200 feet west of 40th Street, Walnut Street and 40th Street. The area comprises about 300 acres.

The Commission further certifies that this area is a redevelopment area as defined by the Urban Redevelopment Law of May 24, 1945, P.L. 991 as amended.

This plan conforms with the Comprehensive Plan for the City of Philadelphia, dated May 1960 as amended, and was approved by the City Planning Commission at its meeting of July 5, 1966.

Sincerely yours,

Philip Klein
Vice-Chairman

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# INTRODUCTION

The University City Core Plan covers the central portion of the West Philadelphia Redevelopment Area and provides for the expansion of the University of Pennsylvania, Drexel Institute of Technology, the Presbyterian-University of Pennsylvania Medical Center, and the new University City Science Center.

The area contains University City Urban Renewal Areas Units 1 through 5, the Drexel Urban Renewal Area, and the Physics, Wharton and Annenberg units.

This plan supersedes the University Redevelopment Area Plan and the University City Unit 3 Redevelopment Area Plan.

MARKET STREET
LANCASTER AVENUE
HAVERFORD AVENUE

# EXISTING CONDITIONS

The boundaries of the University City Core Redevelopment Area are Powelton Avenue, 38th Street, Lancaster Avenue, Powelton Avenue, 32nd Street, John F. Kennedy Boulevard, 33rd Street, Spruce Street, a line 294 feet west of 40th Street, Irving Street, a line 350 feet west of 40th Street, Locust Street, a line 376 feet west of 40th Street, Chancellor Street, a line 200 feet west of 40th Street, Walnut Street and 40th Street. The area comprises about 300 acres.

The portion of this area south of Market Street was certified as the University Redevelopment Area on January 9, 1948 and the portion north of Market Street was certified as the Powelton Redevelopment Area on May 10, 1950. The University Redevelopment Area Plan, published September 1950, and the University Unit 3 Redevelopment Area Plan, published May 1962, are superseded by this plan. The West Philadelphia Redevelopment Area was certified August 20, 1963, superseding the previous certifications.



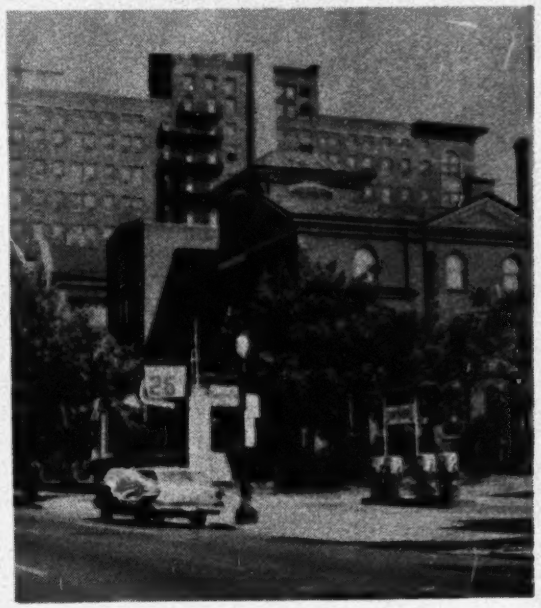
Designation for redevelopment was warranted by the following characteristics:

a. Unsafe, unsanitary, inadequate or overcrowded conditions of certain buildings.
b. Inadequate planning of the area.
c. Excessive land coverage.
d. Lack of proper light, air and open space.
e. Faulty street or lot layout.
f. Defective design and arrangement of buildings.
g. Economically or socially undesirable land uses.

These conditions still exist in the area. Interspersed among the various uses are numerous vacant structures and properties that represent a waste of badly needed land. The institutions in the area, most of which greatly require room for expansion, find themselves encircled by incompatible land uses.

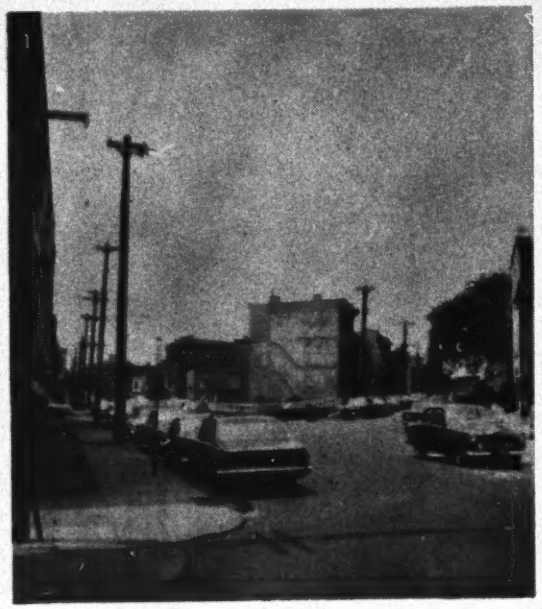
The blight along Market Street, resulting from an elevated transit structure that was torn down and replaced by a subway in 1956, is still present.

The existing street pattern is inadequate and ill-suited for the purposes it is required to perform. Some of the smaller streets interfere with the free movement of pedestrians. Others are inadequate to carry the existing and anticipated traffic. The lack of parking space is as acute as anywhere in Philadelphia and parking facilities must be constructed as well as roads and walkways to service them.



Incompatible land uses,
3900 Block, Chestnut Street

Substandard Buildings
3300 Block, Market Street

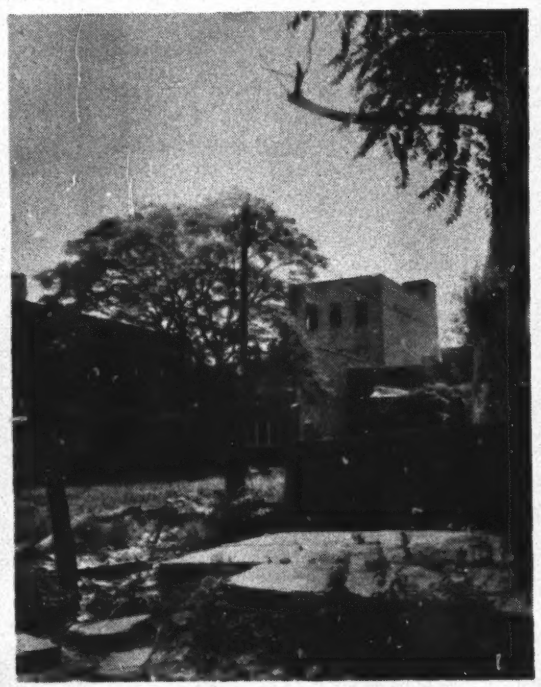


Faulty Street Layout
Intersection of Warren and Filbert
Streets at 34th Street

Undesirable Land Use
40th and Market Streets

Vacant Structure
38th and Cuthbert Streets

Vacant Properties
Cuthbert Street between
37th and 38th Streets



# OBJECTIVES

1. To provide for the expansion of:

   a. The University of Pennsylvania
   b. The Drexel Institute of Technology

2. To provide for the creation of:

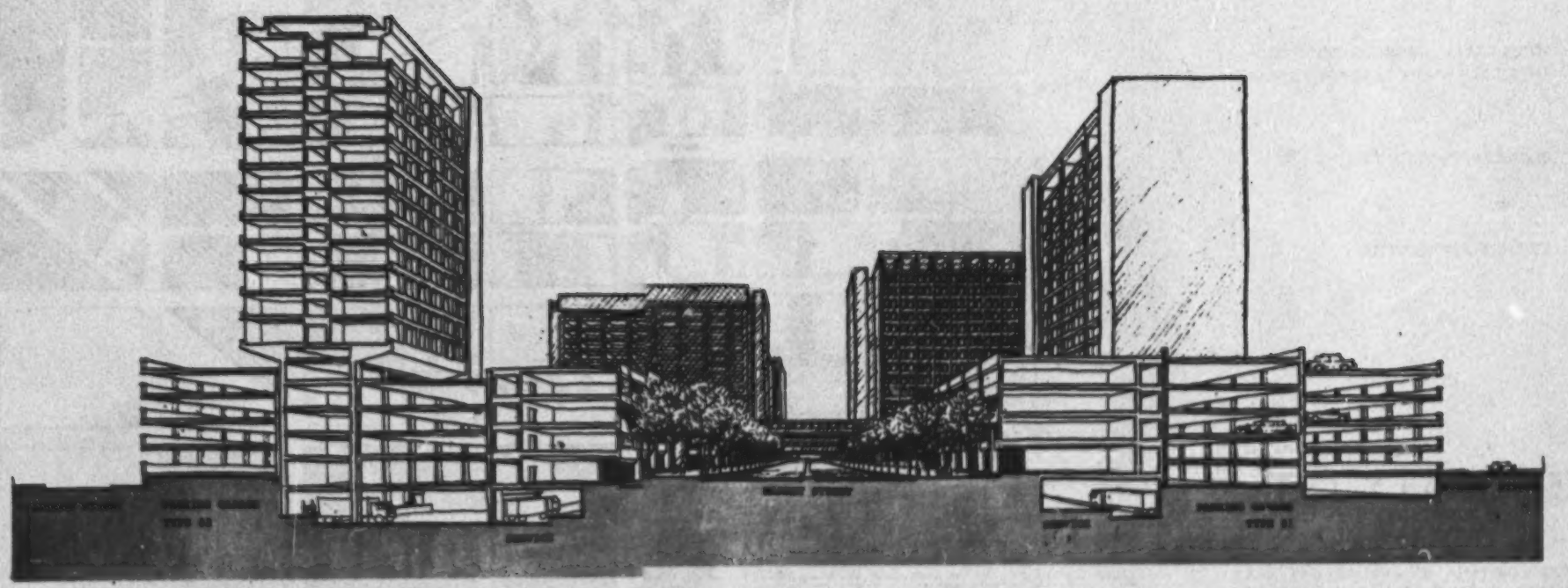
   a. The University City Science Center
   b. The Presbyterian-University of Pennsylvania Medical Center
   c. The University City High School

3. To improve automobile circulation:

   a. Redesign of Market Street
   b. Widening of 38th Street
   c. Extension of 32nd Street

4. To improve pedestrian circulation by closing local streets within the major institutional complexes and by converting them to walkways.

5. To eliminate substandard structures.



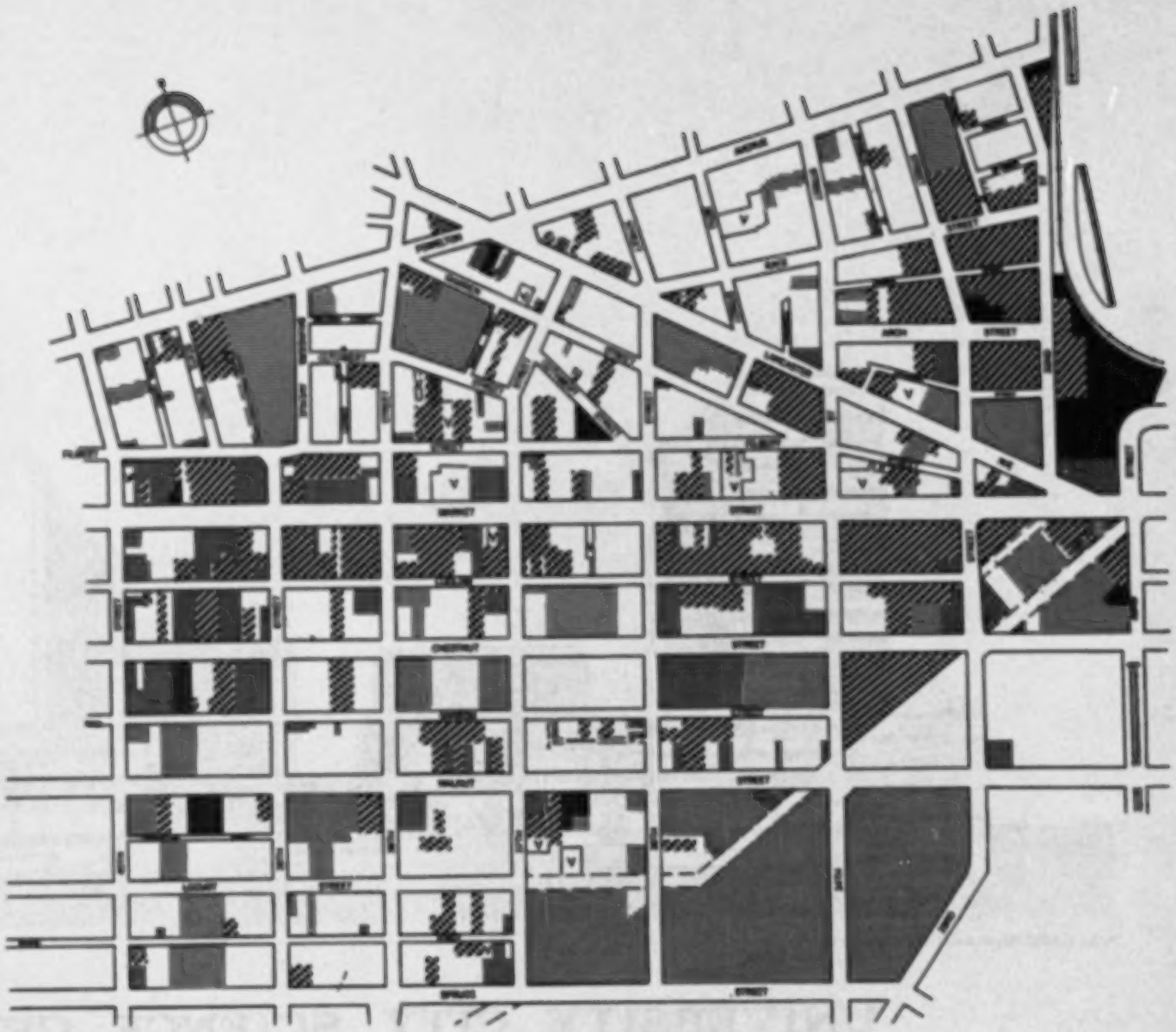
WALLACE-McHARG ASSOCIATES

# UNIVERSITY CITY SCIENCE CENTER

## EXISTING LAND USE

(1959)

- RESIDENTIAL.
- RETAIL SALES AND SERVICES
- OFFICE COMMERCIAL.
- WHOLESALE, MANUFACTURING, UTILITIES AND TRANSPORTATION
- COMMUNITY SERVICES
- V VACANT PROPERTIES

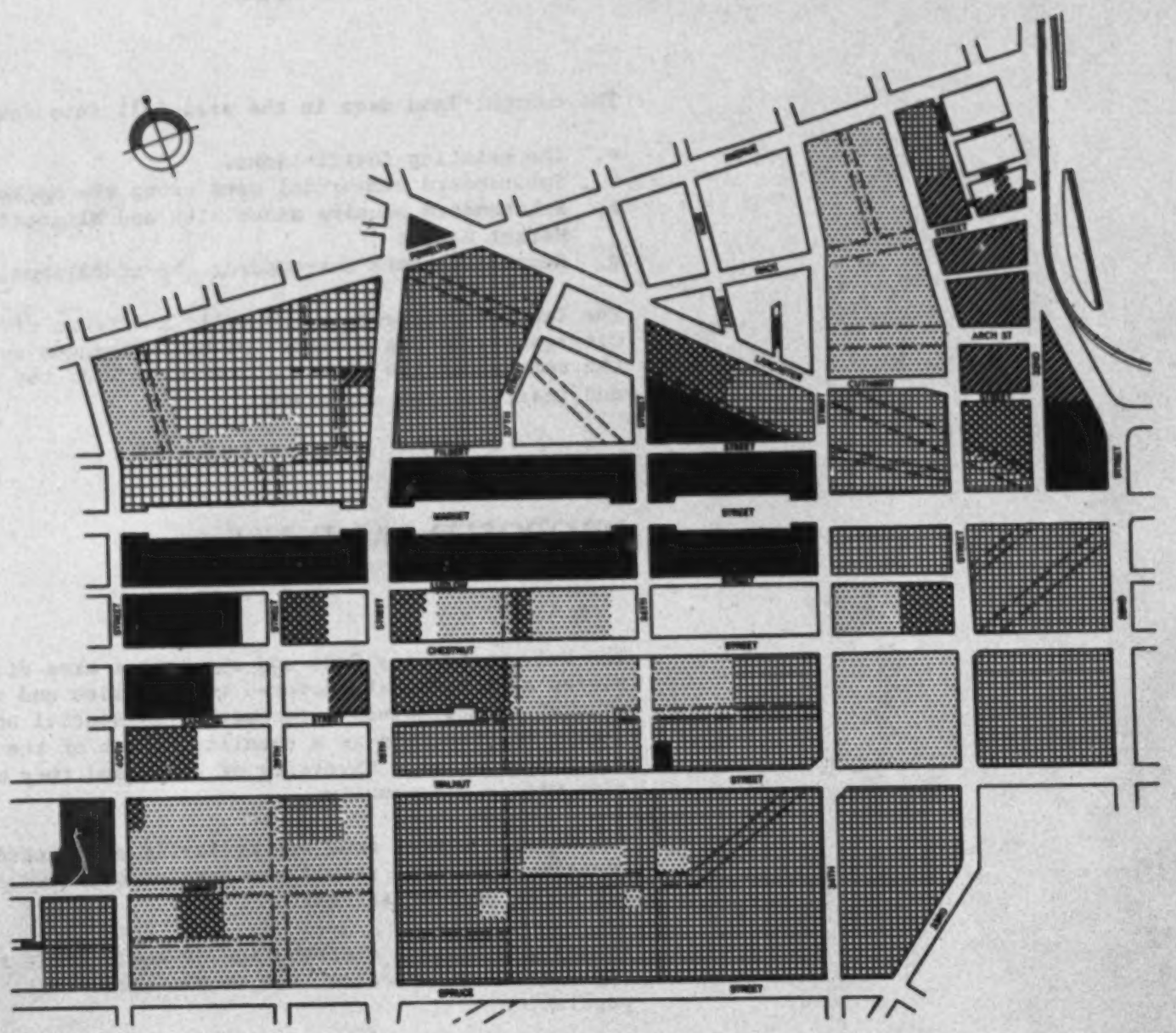


# UNIVERSITY CITY CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA
PHILADELPHIA CITY PLANNING COMMISSION

## PROPOSED LAND USE

- RESIDENTIAL
- RETAIL SALES AND SERVICES
- OFFICE AND RESEARCH
- WHOLESALE, MANUFACTURING, UTILITIES AND TRANSPORTATION
- INSTITUTIONAL - EDUCATIONAL
- INSTITUTIONAL - MEDICAL
- INSTITUTIONAL - COMMUNITY SERVICES
- INSTITUTIONAL - RESIDENTIAL




# UNIVERSITY CITY CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA
PHILADELPHIA CITY PLANNING COMMISSION

## EXISTING LAND USE

The current land uses in the area fall into four distinct categories.

a. The existing institutions.
b. Substandard commercial uses along the Market Street corridor.
c. Substandard housing mixed with and blighted by the commercial uses along Market Street
d. Converted homes surrounding the educational institutions.

The land use pattern is generally a mixture of incompatible uses and disorganization as a result of major changes in the area. These changes are the removal of the Market Street elevated, the striking of Woodland Avenue, and institutional expansion.

## PROPOSED LAND USE

The University City Core and the larger area of which it is a part, is envisioned as a community devoted to education and research. As such, it will consist of educational, research, residential and commercial uses that support each other function as a totality. Each of the major institutions have within their boundaries a diversity of uses, and they may be characterized as communities within a community.

The Science Center consists primarily of research and office space. It will contain supporting retail and service uses and a conference center with dining and hotel accommodations.

Finally, a logical distribution of small-scale retail and service outlets in the area is proposed for the convenience of the resident, working and studying population.

# ZONING

The present zoning of the area reflects, for the most part, the pattern of existing land uses.

The Institutional Development District of the University of Pennsylvania will be extended to accommodate the expansion of that institution. In addition, it is proposed that institutional districts be created for Drexel Institute of Technology, the Presbyterian-University of Pennsylvania Medical Center, and the University City High School.

A C-4 Commercial District is proposed for the major portion of Market Street within the plan area to permit the development of research and office buildings for the University City Science Center.

Major portions of Chestnut Street are proposed to be zoned RC-4 to promote development of high density residential uses with supporting convenience shopping on the street level.

A C-3 district is proposed on the west side of 40th Street, between Locust and Walnut Streets, to permit the development of a convenience shopping center.

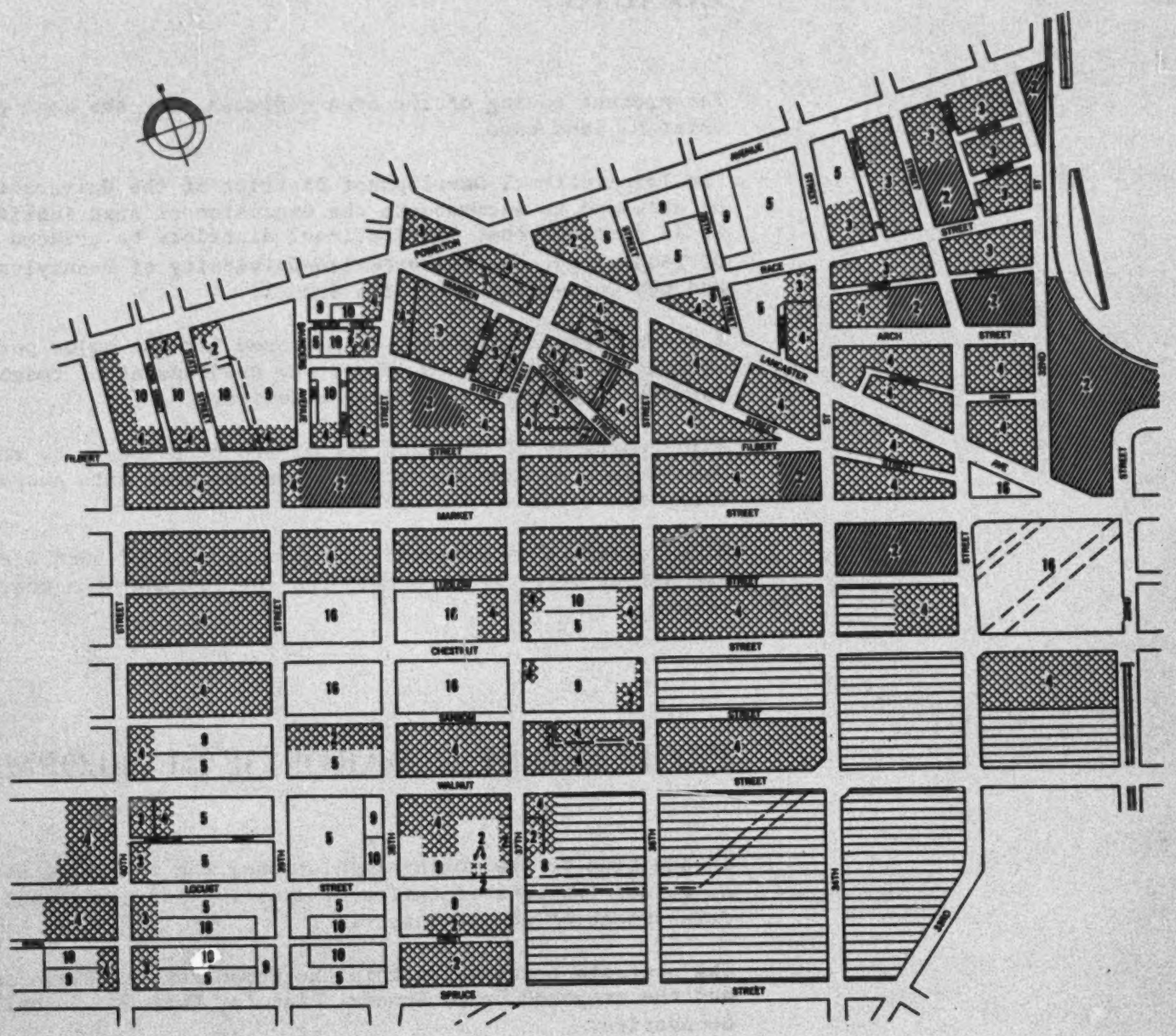
# PROPOSED STANDARDS OF DEVELOPMENT

In addition to the zoning regulations, the following standards shall serve as guides for rehabilitation of existing structures and as controls for the development of new structures.

The controls contained within the Urban Renewal Plans for Units No. 3 and 4, and the proposed Urban Renewal Plan for Unit No. 5 shall apply within their boundaries.

## EXISTING ZONING

- RESIDENTIAL
- COMMERCIAL
- GENERAL INDUSTRIAL
- INSTITUTIONAL DEVELOPMENT DISTRICT




# UNIVERSITY CITY CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA
PHILADELPHIA CITY PLANNING COMMISSION

0 400 800 1200 1600 FT.

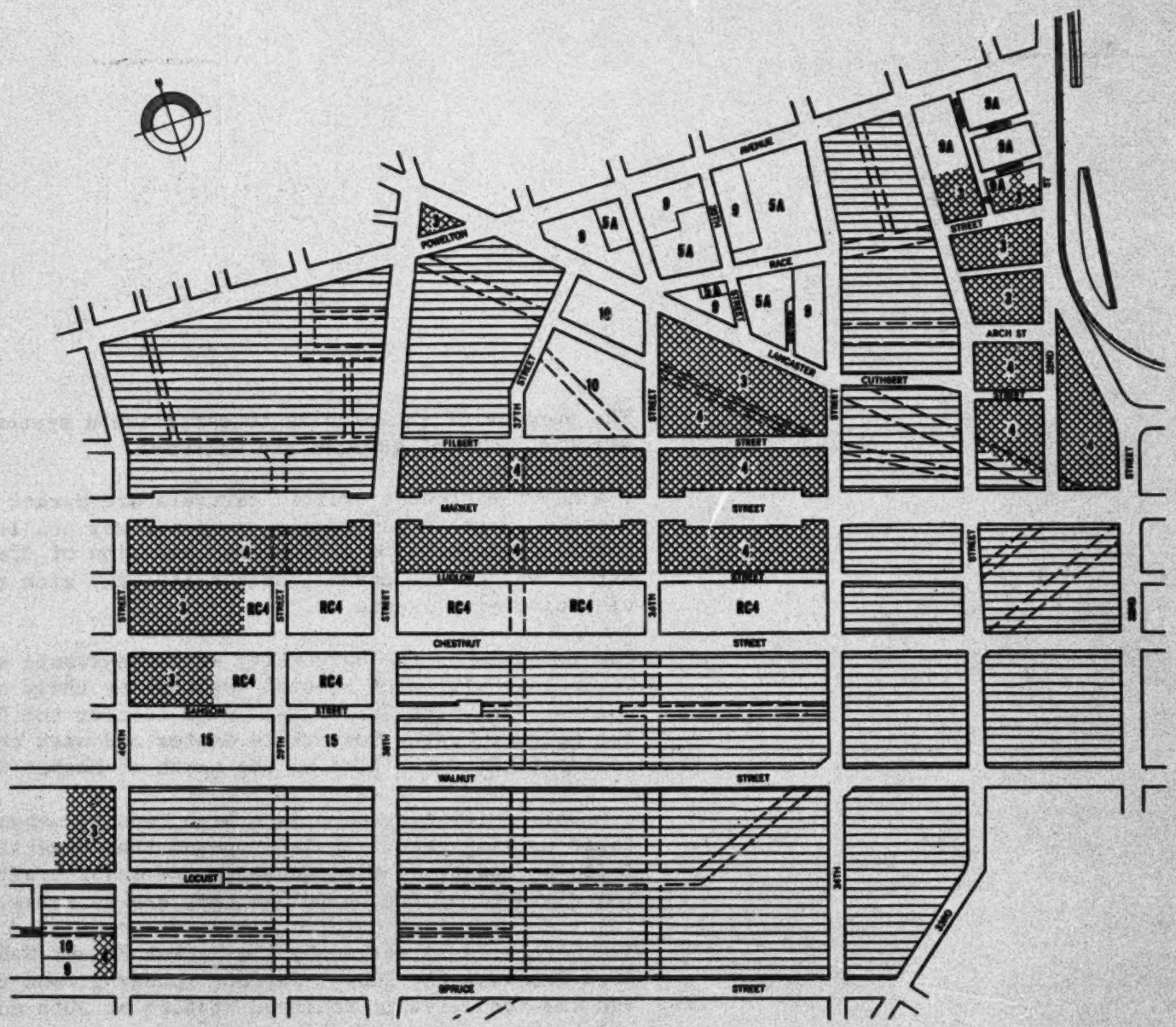
JULY 1960

## PROPOSED ZONING

RESIDENTIAL
AND RESIDENTIAL-COMMERCIAL

COMMERCIAL

INSTITUTIONAL
DEVELOPMENT DISTRICT



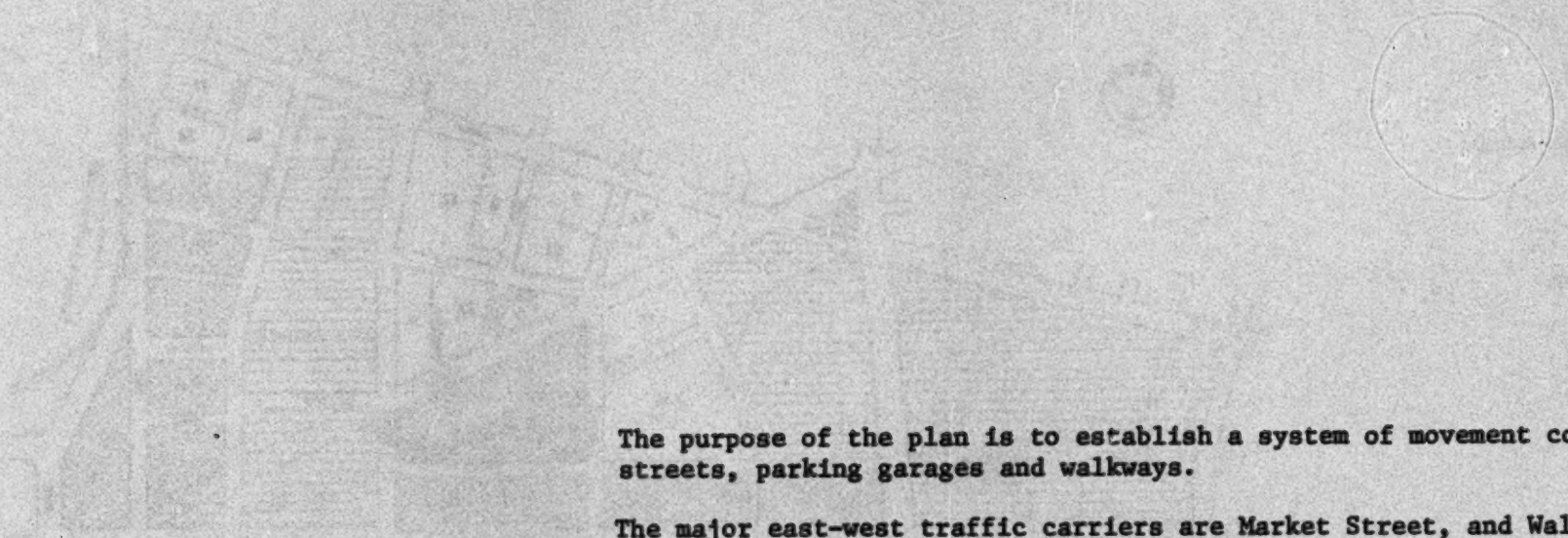

# UNIVERSITY CITY CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA
PHILADELPHIA CITY PLANNING COMMISSION

0 400 800 1200 1600 FT.

JULY 1960

# PROPOSED CIRCULATION



The purpose of the plan is to establish a system of movement consisting of streets, parking garages and walkways.

The major east-west traffic carriers are Market Street, and Walnut and Chestnut Streets functioning as a one-way couple. The major north-south traffic carriers are a proposed extension of 32nd Street and a widened 38th Street which will connect University City with the Expressway to the south via University Avenue.

The campuses of the University of Pennsylvania and Drexel Institute of Technology will each be tied together by their own pedestrian circulation spines. The 37th Street walk will connect the University of Pennsylvania with the Science Center Conference Center and with the proposed high school and residential communities to the north of Market Street.

The University City Core is a high density urban complex that generates a large parking need. It is proposed that several large-scale parking facilities be constructed adjacent to the major traffic carriers and within walking distance of the buildings they are to serve.

The Core Area is served by the Market Street Subway with stations at 34th and 40th Streets, the Subway-Surface (under-ground trolley), several bus routes and the Pennsylvania Railroad Station at 30th and Market Streets.

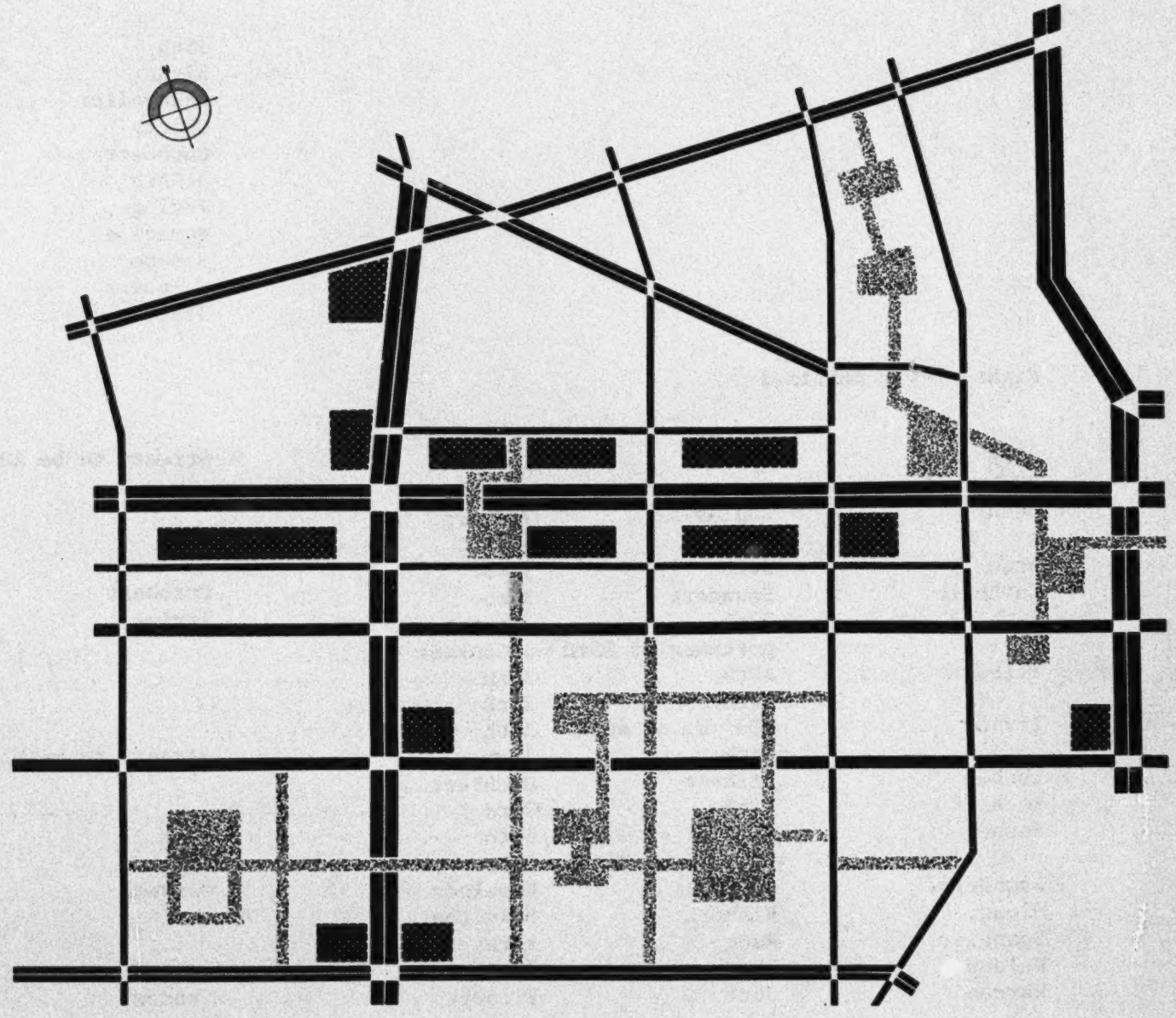
## PROPOSED CIRCULATION

PRIMARY ARTERIALS

SECONDARY ARTERIALS

MAJOR PARKING GARAGES

WALKWAYS



# UNIVERSITY CITY CORE PLAN

**WEST PHILADELPHIA REDEVELOPMENT AREA**
**PHILADELPHIA CITY PLANNING COMMISSION**

0 400 800 1200 1600 FT.

JULY 1960 CODE NO. 3641

# PROPOSED STREET CHANGES

Right-of-way Retained

| | from | to |
|---|---|---|
| 36th | Spruce | Chestnut |
| 37th | Spruce | Market |
| 39th | Ludlow | Filbert |
| | Spruce | Walnut |
| Arch | 34th | 33rd |
| Cuthbert | Saunders | 38th |
| | 37th | Filbert |
| | portions of 33rd | Lancaster |
| Filbert | 40th | 38th |
| | 34th | 33rd |
| Irving | 300' W. of 40th | 39th |
| | 38th | 37th |
| Lowber | Filbert | Cuthbert |
| Race | 34th | 33rd |
| Sansom | 120' W. of 37th | 37th |
| | 100' W. of 36th | 34th |
| Saunders | Cuthbert | Powelton |
| Sloan | Filbert | Powelton |
| Spangler | Race | 38th |
| Walden | 38th | 37th |
| Warren | 36th | Filbert |

Streets to be Stricken and Vacated

| | from | to |
|---|---|---|
| 35th | Warren | Lancaster |
| 37th | Market | Filbert |
| Chancellor | 40th | 39th |
| Cherry | 34th | 33rd |
| Cuthbert | 38th | 37th |
| DeKalb | Cuthbert | Warren |
| Irving | 39th | 38th |
| Moravian | Sansom | 36th |
| Sansom | 37th | 100' W. of 36th |
| Saunders | Filbert | Cuthbert |
| State | Filbert | Powelton |

Streets to be Added

| | from | to |
|---|---|---|
| 32nd | John F. Kennedy Blvd. | Cherry |
| Cuthbert | 34th | 33rd |
| Irving | Irving | Locust |

Streets to be Widened

| | from | to |
|---|---|---|
| 32nd | Chestnut | Market |
| 38th | Spruce | Lancaster |
| Market | 100' E. of 40th | 100' W. of 38th |
| | 100' E. of 38th | 100' W. of 36th |
| | 100' E. of 36th | 100' W. of 34th |
| | 34th | 32nd |
| Sansom | 250' E. of 38th | 120' W. of 37th |

## PROPOSED STREET CHANGES

RIGHT-OF-WAY RETAINED

STREETS TO BE CLOSED

STREETS TO BE ADDED

# UNIVERSITY CITY CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA
PHILADELPHIA CITY PLANNING COMMISSION

0 400 800 1200 1600 FT.

JULY 1946 CODE NO. 1642

# PROPOSED SITE PLAN

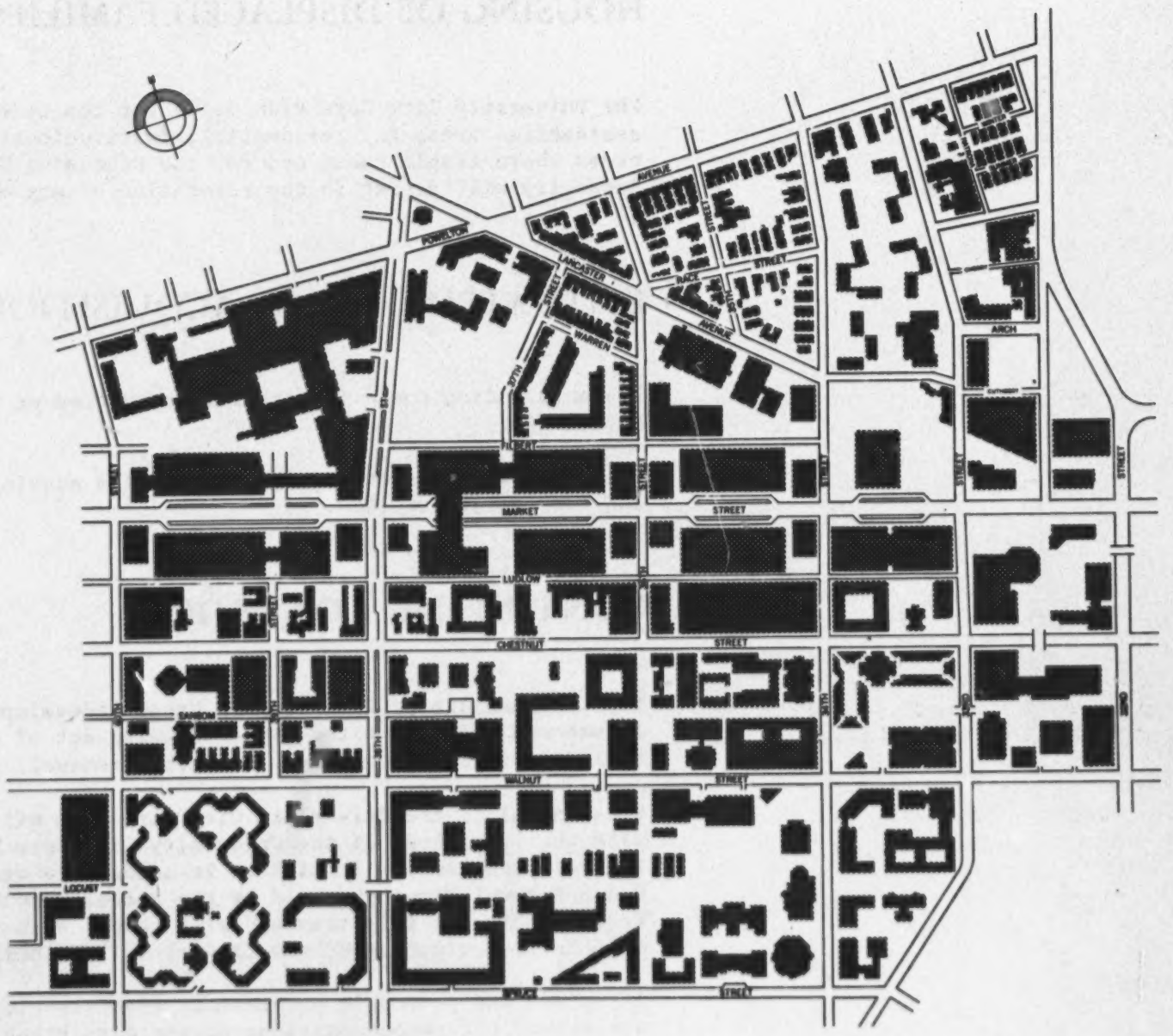
The general purpose of the site plan is to give architectural expression to the objectives and activities of the University City Core.

Controls contained within the Unit 3 Urban Renewal Plan regulate the physical form of the Science Center and the Presbyterian-University of Pennsylvania Medical Center. That form is to give a unique and unified character to Market Street from 34th to 40th Street. The elements are free-standing towers at street intersections, combined research, commercial and parking structures between street intersections, and a conference center spanning Market Street that will provide the social matrix and the visual focus for the entire project.

The campuses of the University of Pennsylvania and Drexel Institute of Technology will consist of super-blocks to provide a traffic free environment. Buildings will focus on the interior of the superblocks and on the walkways and courts that function as spines along which the institutions will develop. Where walkways cross major arterials, as at 38th and Walnut Streets at the University of Pennsylvania or at 32nd Street at Drexel, bridges are proposed to separate pedestrians from automobile traffic.

Throughout the Core Area, buildings are located so that the spaces formed between them serve two specific purposes; to give expression to the integrity of individual activity centers as well as a sense of continuity between them.

**PROPOSED SITE PLAN**




# UNIVERSITY CITY CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA
PHILADELPHIA CITY PLANNING COMMISSION

0 400 800 1200 1600 FT

JULY 1964 CORR. NO. 547

## HOUSING OF DISPLACED FAMILIES

The University City Core Plan calls for the redevelopment of some substandard residential areas for residential, institutional and research purposes. In cases where displacement occurs, the Rehousing Bureau of the Redevelopment Authority will assist in the relocation of any displaced family.

## ESTIMATED COST OF ACQUISITION

The acquisition costs for projects completed or underway in this area were $4,388,645.

The Redevelopment Authority estimates the acquisition cost for Units 3, 4 and 5 to be $42,066,400.

## CONTINUING CONTROLS

The Commonwealth of Pennsylvania Urban Redevelopment Law of 1945, P.L. 911 as amended and the United States Housing Act of 1949 as amended, regulate Philadelphia's redevelopment and urban renewal.

The renewal of the University City Core Area will be carried out in conformity with the provisions of the University City Core Plan of the West Philadelphia Redevelopment Area. It will be in accordance with the requirements of the Urban Renewal Plans prepared by the Redevelopment Authority of the City of Philadelphia for this area and will comply with the provisions of the Code of General Ordinances of the City of Philadelphia.

All plans and proposals prepared by the Redevelopment Authority will be subject to the recommendations of the City Planning Commission and the approval of the Council of the City of Philadelphia.